

FIG. 1

## FIG. 2

ITEM	DESCRIPTION EXAMPLE			
PROGRAM CONTENT IDENTIFICATION CODE	T V J P - A B 7 X - 2 0 0 3 - 0 0 0 Q G - 0 0 3 9 / 0 0 4 5			
PROGRAM TITLE	OFUNA NOW			
BROADCAST START TIME	FEBRUARY 5, 2004, 10:00:00 FEBRUARY 7, 2004, 15:00:00			
TIME LENGTH	27'00"			
PROGRAM GENRE	DRAMA			
PROGRAM IN SERIES	39TH EPISODE/45 EPISODES IN TOTAL			
USED LANGUAGE	MAIN: JAPANESE, SUB: ENGLISH			
DIGEST (PLOT)	AFTER WATCHING OFUNA KANNON, TARO AND HANAKO, ...			
CAST	ICHIRO OHISHI, SAKURA MIFUNE, ...			
PROGRAM KEYWORD	OFUNA KANNON, KANNON YAMA, ...			
TYPE OF BROADCAST	TERRESTRIAL DIGITAL TELEVISION, BS DIGITAL TELEVISION			
BROADCASTER	TV-JAPAN			
CHANNEL	0 2 8			
WRITTEN WORK RELATED INFORMATION	SCENARIST	TARO YAMADA		
	DIRECTOR	TAKESHI MINAMINO		
	PRODUCTION	OFUNA PRODUCTION		
	COPYRIGHT	TV-JAPAN		
	COPY RESTRICTIONS	ONE DIGITAL COPY IS ALLOWED		
	...	...		
PROGRAM COMPONENT	101	VIDEO	FORMAT	HD (1080i)
			ENCODING METHOD	M P E G - 2 M P @ H L
			ENCODING BIT RATE	1 6. 0 M b i t / s
			...	...
	201	AUDIO	SAMPLING FREQUENCY	4 4. 1 k H z
			ENCODING METHOD	M P E G - 2 A A C L C M P E G - 2 A A C L C P R O F I L E
			ENCODING BIT RATE	1 9 2 k b i t / s
			MODE	TWO-CHANNEL STEREO
			LANGUAGE	MAIN: JAPANESE, SUB: NONE
	...	...	...	...
	11	CAPTION	JAPANESE, 8-BIT CHARACTER SET, ...	
	21	SUBTITLE	NEWS FLASH	
	31	PROGRAM-ASSOCIATED DATA BROADCAST	CAST PROFILE, LOCATION INTRODUCTION, ...	
	...	...	...	
PROGRAM SEGMENT	NUMBER OF SEGMENTS		9 SEGMENTS	
	# 1	START POINT	00'00"/27'00"	
		TIME LENGTH	03'00"	
		KEYWORD	...	
		...	...	
	# 9	START POINT	24'00"/27'00"	
		TIME LENGTH	03'00"	
		KEYWORD	...	
		...	...	
		...	...	

# FIG. 3

CONFIGURATION OF PROGRAM CONTENT DISTRIBUTION REQUEST MESSAGE
USER IDENTIFICATION
PROGRAM INFORMATION RETRIEVAL SERVICE PROVIDER IDENTIFICATION
AUDIO-VISUAL TERMINAL TYPE (HD TERMINAL, SD TERMINAL, QVGA PORTABLE TERMINAL, ...)
PROVISION METHOD (DOWNLOAD, STREAMING, MEDIUM DELIVERY, ...)
SIGNAL FORMAT (ENCODING METHOD, MULTIPLEXING METHOD, COMPRESSION METHOD, ...)
PROGRAM CONTENT IDENTIFICATION CODE
PROGRAM CONTENT DESIGNATION (ONE PROGRAM DESIGNATION, SERIES DESIGNATION)
PROGRAM COMPONENT DESIGNATION
PROGRAM SEGMENT DESIGNATION
CHARGE PAYMENT METHOD

## FIG. 4

ITEM		DESCRIPTION EXAMPLE	
PROGRAM CONTENT IDENTIFICATION CODE		T V J P - A B 7 X - 2 0 0 3 - 0 0 0 Q G - 0 0 3 9 / 0 0 4 5	
PROGRAM TITLE		OFUNA NOW	
BROADCAST START TIME		FEBRUARY 5, 2004, 10:00:00	
TIME LENGTH		27'00"	
PROGRAM GENRE		DRAMA	
PROGRAM IN SERIES		39TH EPISODE/45 EPISODES IN TOTAL	
USED LANGUAGE		MAIN: JAPANESE, SUB: ENGLISH	
DIGEST (PLOT)		AFTER WATCHING OFUNA KANNON, TARO AND HANAKO ....	
CAST		ICHIRO OHISHI, SAKURA MIFUNE, ....	
PROGRAM KEYWORD		OFUNA KANNON, KANNON YAMA, ....	
TYPE OF BROADCAST		TERRESTRIAL DIGITAL TELEVISION	
BROADCASTER		TV-JAPAN	
CHANNEL		0 2 8	
WRITTEN WORK RELATED INFORMATION	SCENARIST	TARO YAMADA	
	DIRECTOR	TAKESHI MINAMINO	
	PRODUCTION	OFUNA PRODUCTION	
	COPYRIGHT	TV-JAPAN	
	COPY RESTRICTIONS	ONE DIGITAL COPY IS ALLOWED	
	...	...	
PROGRAM COMPONENT	101 VIDEO	FORMAT	HD (1080i)
		ENCODING METHOD	M P E G - 2 M P @ H L
		ENCODING BIT RATE	1 6. 0 M b i t / s
		...	...
	201 AUDIO	SAMPLING FREQUENCY	4 4. 1 k H z
		ENCODING METHOD	MPEG-2 AAC LC PROFILE
		ENCODING BIT RATE	1 9 2 k b i t / s
		MODE	TWO-CHANNEL STEREO
		LANGUAGE	MAIN: JAPANESE, SUB: NONE
		...	...
	11	CAPTION	JAPANESE, 8-BIT CHARACTER SET
	21	SUBTITLE	NEWS FLASH
	31	PROGRAM-ASSOCIATED DATA BROADCAST	CAST PROFILE, LOCATION INTRODUCTION
	41	INDEPENDENT DATA BROADCAST	REGIONAL WEATHER FORECAST, ....
	...	...	...
PROGRAM SEGMENT	NUMBER OF SEGMENTS		9 SEGMENTS
	# 1	START POINT	00'00"/27'00"
		TIME LENGTH	03'00
		KEYWORD	...
	# 9	...	...
		START POINT	24'00"/27'00"
		TIME LENGTH	03'00
		KEYWORD	...
		...	...
		...	...

FIG. 5

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## PROGRAM SEARCH RESULT WINDOW

SEARCH CONDITION : x x x x x

SEARCH RESULT: 21 TO 40 OUT OF 123 HITS

- (PROGRAM TITLE) (URL)

- (PROGRAM TITLE) (URL)

- x x x x x x x

- x x x x x x x x x

- x x x x x x x x x x

★ DIGEST VIEW

USER IDENTIFICATION : x x x

AUDIO-VISUAL TERMINAL TYPE : x x x

PROVISION METHOD : x x x

x x x : x x x

SEND

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PROGRAM CONTENT  
DISTRIBUTION REQUEST WINDOW

PROGRAM TITLE : x x x x x

## LICENSE CONDITIONS

• REPRODUCIBLE PERIOD: JUNE 30, 2004

• COPY RESTRICTIONS: ONCE

• REPRODUCIBLE TERMINAL: x x x x x

x x x x x x x x

★ PREVIEW

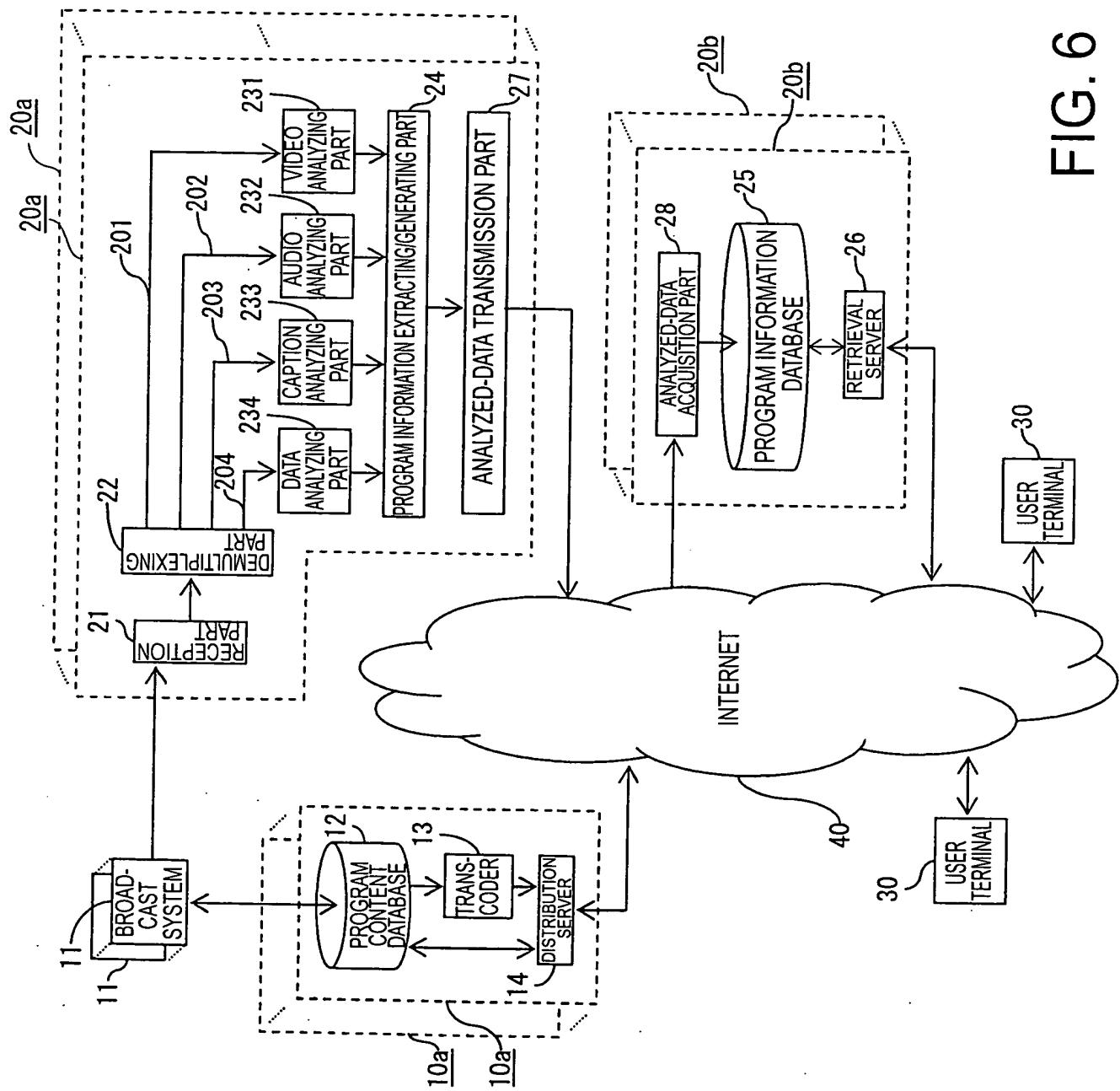


FIG. 6

# FIG. 7

CONFIGURATION OF PROGRAM CONTENT DISTRIBUTION REQUEST MESSAGE
USER IDENTIFICATION
PROGRAM INFORMATION RETRIEVAL SERVICE PROVIDER IDENTIFICATION
PROGRAM CONTENT ANALYSIS SERVICE PROVIDER IDENTIFICATION
AUDIO-VISUAL TERMINAL TYPE (HD TERMINAL, SD TERMINAL, QVGA PORTABLE TERMINAL, ...)
PROVISION METHOD (DOWNLOAD, STREAMING, MEDIUM DELIVERY, ...)
SIGNAL FORMAT (CODING METHOD, MULTIPLEXING METHOD, COMPRESSION METHOD, ...)
PROGRAM CONTENT IDENTIFICATION CODE
PROGRAM CONTENT DESIGNATION (PROGRAM DESIGNATION, SERIES DESIGNATION)
PROGRAM COMPONENT DESIGNATION
PROGRAM SEGMENT DESIGNATION
CHARGE PAYMENT METHOD